



AMERICAN SOCIETY
FOR QUALITY™

American Society For Quality

Arkansas Section 1407

JANUARY 2006

February 16th Meeting

The Economic Case for Quality

Special Quote:
"The value of an idea lies
in using it."
— Thomas Edison

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ASQ is *Making the Economic Case for Quality* by helping its members and other quality practitioners convey the importance of quality as a business management tool to upper-level executives. Why executives? Because that's where the decisions are made. The goal is to increase executive level commitment toward quality practices by focusing attention on organizations that use proven quality tools and methodologies to improve performance. Executive commitment will be sought through dialogue and education about the relationship of quality to financial performance and other organizational measures.

This program demonstrates the dramatic return that quality, as an investment, can have on an organization's bottom line. It highlights CEOs and organizations that embrace quality as a business management tool and the long term benefits and bottom-line results they are experiencing. Whether you call it quality, performance excellence, process improvement, total quality management, or something else, the increased use of this methodology will help strengthen the economy by helping businesses improve their bottom line and increase their customers' satisfaction.

This program reaches out to executives in several ways. It consists of case studies from

prominent organizations, including Bank of America, SSM Healthcare, and Boeing, to name a few. In addition, Executive Forums and peer-to-peer conversations are taking place throughout the year in various geographic areas. The program, a long-term initiative, focuses on four sectors: manufacturing, healthcare, education, and service.

Come to the meeting on February 16th and hear more about how the Central Arkansas ASQ Chapter is making the economic case for quality from our own Dan Frith.

The February meeting is being held at the Fire Mountain Grill 4000 Springhill Plaza Court, North Little Rock. From Hwy 67-167 go east on McCain Blvd past Lowes, Home Depot and Wal-Mart, it is on the right side of the road.

Social—Networking—Dinner
6:00 P.M. to 7:00 P.M.
Program—7:00 P.M.

Make Your Reservations:

Contact Floyd Washburn by noon
Wednesday, February 15th: 501.268.2414,
ext 124 or fwashburn@yarnells.com.

We're on the web
www.asq-centralark.org



Meet Your Education Chair — Scott Follett

Scott grew up in Michigan and left his home state upon receiving an appointment to the United States Military Academy. After West Point, he was a test pilot in the army and had numerous assignments around the world, one of which included being the most junior officer on General Schwartzkopf's staff at I Corps. After the Gulf War, he left the military and returned to Michigan to attend graduate school at Michigan Tech. As an engineer, he led the design team that created the first electro-hydraulic valve used on agricultural tractors. Scott moved to Searcy to be a Six Sigma Blackbelt at Vickers, which was later bought by Eaton Corporation. At Eaton he was involved in the corporation's Baldrige-based assessments and taught numerous Blackbelt, Greenbelt, and other Six Sigma courses.



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Scott Follett (continued from page 1)

In 2003, he ventured into consulting and works closely with ASU-Searcy as an Adjunct Faculty member. He also is a co-owner of Latina Imports with his wife Martha.

His ASQ related quality background includes certifications as a Quality Engineer and Quality Manager. He is involved with the Arkansas Institute for Performance Excellence, serving seven years as an examiner and is currently on the Panel of Judges. He has also served as an examiner for the Malcolm Baldrige National Quality Award for two years. Scott has been the Education Chair for Section 1407 for two years and, besides offering certification prep courses, Scott is developing quality related classes with the goal of adding value to ASQ members by offering high quality, high value training locally.

Finally, as you enjoy the beer tour this summer, please think of Scott. He's the one who is organizing the event.

Certification Exam Dates

Visit the ASQ Section 1407 Web site for application deadlines and exam dates. The exam date for CBA, CQT and CMI to be held on March 4 will be held at a different location. Exams for March 4 **only** have been moved to UALR, Room 104 of the Reynolds Building at 28th Street & University Avenue. Parking is available across 28th Street (north) from the building.

Help us congratulate these newly certified quality professionals:

Scott Ellis-Certified Quality Technician
 Bret Berg-Certified Six Sigma Blackbelt
 Jamie Lynne Gross-Certified Six Sigma Blackbelt
 Mike Schackel-Certified Calibration Technician
 Susan May-Certified Quality Auditor
 Philip Snyder-Certified Quality Auditor
 Theresa Baxley-Certified Quality Auditor
 Stacy Brewer-Certified Quality Auditor
 Joan Davis (not the actress)-Certified Quality Auditor
 Kim (am I blue?) Hester-Certified Quality Auditor
 Leigh Kelly Robbins-Certified Quality Auditor
 Terri White-Certified Quality Auditor
 Rhonda Edwards-Certified Quality Auditor
 Deborah Rouse-Certified Quality Auditor

Performance Excellence Awards

Now is the time to get involved in helping your good company become much better. A university study compared the financial performance of nearly 600 quality award winning firms against a control sample of firms similar in size and operating in the same industries. Both groups were tracked over a five year period. Award winners experienced a 44% higher stock price return, a 48% higher growth in operating income and 37% higher growth in sales compared to the control group. Award winners also outperformed the controls on return on sales, growth in employees and growth in assets. Visit the web site to learn more about the award process and tuition-free criteria training: www.arkansasexcellence.org

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From Our Chair...

Greetings to all -

For those of you who missed the January meeting, it was a good one!

Thank you to our speaker Terersa McGaha of Potlatch Corporation, who shared some very interesting insights on how quality tools and processes have led to remarkable product quality improvement as well as increased customer satisfaction at her organization. The result of those improvements led Potlatch to receive the Governor's Award for Performance Excellence in 2004. Congratulations!

Our meeting next month will include a presentation on the Economic Case for Quality. The message of how quality (both good and bad) affects the bottom line (\$\$\$\$) will be presented to top executives from our area. Our mission is to provide awareness and information relative to how quality management tools that are available today can dramatically help companies and their profits. Please encourage your company to participate! Invite your boss to this meeting!

Meeting note – The February meeting will be held on Thursday, February 16, 2006 at Fire Mountain Grill. The restaurant is located at 4000 Springhill Plaza Court in North Little Rock. For those of you who are not familiar with the area, from Hwy 67-167go east on McCain Blvd past Lowes, Home Depot and Wal-Mart, it is on the right side of the road.

We are also announcing an additional meeting to our calendar year. In June we are trying something new! We are going to meet on a Saturday afternoon at a local Little Rock brew-pub Vinos for lunch and a tour of the microbrewery. This adventure should be great fun, so mark your calendar for June 10, 2006! We plan to meet @ 1:00 p.m. for lunch and the tour. The address is 723 West 7th Street, Little Rock, AR Hope to see you there!

This year, when we present the annual survey our membership you will have three methods to return it to the Leadership of 1407: on-line, by fax, and by the old stand by...US mail. It is important that we hear from all of our members, so when you receive the survey, please fill it out and return it to us.

It is that time of year again! Nominations for officers are now being accepted. Please contact any member of the Leadership Committee to volunteer or nominate someone for an officer position. Volunteering is a real learning experience!

For now,

Connie

PS – The door is always open so please contact me anytime with comments, suggestions or just to say "Hello!"

Connie Satzler, Chair
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Section Meeting Dates

If you have never noticed, our meetings are always held on the second Tuesday of the month...so mark your calendars. One exception this year, Valentine's Day falls on that date, so the meeting has been moved to the Thursday of that week.

Social—Networking—Dinner
6:00 P.M. to 7:00 P.M.
Program—7:00 P.M.

February 16, 2006 (NOTE this is Thursday)

Economic Case for Quality
Fire Mountain Grill
4000 Springhill Plaza Court, North Little Rock
From Hwy 67-167go east on McCain Blvd past Lowes, Home Depot and Wal-Mart, it is on the right side of the road

March 14, 2006

Six Sigma & Lean Manufacturing
Pamela Speraw, Arkansas Manufacturing Solutions

April 11, 2006

Tour—Dassault Falcon Jet in Little Rock
Host—John Miller, Director of Quality Assurance
Dinner included

May 9, 2006

The Under-utilized Quality Tool—EVOP (Evolutionary Operation)
Presented by Gerald McHenry, Tokusen USA at the Fish House in Conway

Special notes:

If you attend a meeting and **prefer not to have dinner**, you may do so, just make sure that you let Floyd know when making your reservation because we must give a food guarantee. When the attendance is turned in, our Chapter is obligated to pay for all guaranteed meals.

February Anniversaries

Congratulations to the following members:

- 20 years: Fred Ameen
- 18 years: Gerald McHenry
- 16 years: Douglas Priester
- 11 years: Gary Burgess, Connie Satzler
- 8 years: Joyce Simmons
- 6 years: Joel Bigley
- 5 years: Lawrence Archer
- 3 years: Anita Jones
- 1 years: Pamela Fox, Robert Geoffrion, Mary Jo Washam

Training Sponsored By ASQ 1407

Implementing Statistical Process Control is an in-depth class covering all of the basic tools and techniques of SPC. Participants receive all the training and materials needed to implement a SPC program. Implementing Statistical Process Control is an intense 8 hour course oriented toward all levels of operations including Shop Floor Personnel, Managers, Supervisors, Engineers, and Quality Professionals. Participants need not have any previous training in SPC.

Location: ASU-Searcy Campus in Searcy, Arkansas

Date and Time: 8:30-5:00, February 11, 2006
(pizza lunch is provided)

Instructor: Scott Follett

Cost: ASQ Members: \$65.00
Non-Member: \$105.00
Full Time Students: Free

0.8 CEUs issued through ASU-Searcy

Attendees should bring a calculator. All other material is provided. The content can be customized to meet the needs of specific departments or personnel.

This course is sponsored by ASQ Section 1407. Register on-line or by calling Scott at 501-278-6451.

Customer-Focused Satisfaction Measurement Course

ASQ's Customer-Supplier Division is pleased to bring its Customer-Focused Satisfaction Measurement course to the Atlanta (March 21 - 22) and Orlando areas (March 23 - 24). This 2-day course presents an integrated approach to satisfaction measurement and service culture improvement.

Customer-Focused Satisfaction Measurement is taught by Jeff Israel. Topics addressed include:

- Customer-Focus Foundations
- To Measure or to Change?
- Match Approach to Purpose
- Customer Identification
- Characterizing the Service Process
- Identifying Customer Requirements
- CSM Surveys
- Mastering Service Performance

Significant discounts for early registration (by February 28); or for sending three or more from the same company. For more information; to download a brochure; or, to register for the course, please visit www.asq.org/cs/courses.

Hello New Members....

Jason Crumlett and Lomesh Patel